



## 2025 Poinsettias Catalog Available Now from Selecta One®

Get “Poinsettia Pointers” from Selecta One experts and browse the full assortment of top-selling and on-trend poinsettia varieties in every size, shape, color and timing.



WEST CHICAGO, ILLINOIS, November 2024: Selecta One announces the release of its [2025 Poinsettias catalog](#), a 50-page resource showcasing how the company is your growing partner for the widest selection, highest quality, and dependable availability for Poinsettias. This year’s catalog features advice from Selecta One’s technical experts **Gary Vollmer**, **Lauren Blume**, and **James Doukas**, who share “Poinsettia Pointers” and help you plan a successful season.

“Selecta One continues to offer regional recommendations along with cultural support to help growers determine the right poinsettias for their region and programs,” says **Leland Toering**, Sales Manager for Selecta One North America. “In 2025, there’s a Selecta One Poinsettia in every size, shape, color and sales timing, including on-trend novelties and top-selling reds.”

Some of the key new varieties and features in the Selecta One 2025 Poinsettias catalog include:

- NEW Sky Series – an exciting starry pattern in poinsettias.
- Christmas Beauty Prince – so charming it made the cover!
- Poinsettia Pointers – helpful tips and advice throughout the catalog from the Selecta One Poinsettia team.
- A Comprehensive Culture Guide – to help growers achieve a perfect finish.

Visit the [Selecta One Poinsettias resource center](#) online for a complementary experience to sort the full assortment by season, habit, color and more. The 2025 Selecta One Poinsettias catalog is available to view and download now at [selectanorthamerica.com/poinsettias](https://selectanorthamerica.com/poinsettias). The new virtual format lets you search, share, and interact with all of the digital pages. Contact your sales representative or Root-n-Sell dealer for more details or to request a printed copy.

About Selecta One: the North America market with excellent genetics of vegetative-propagated bedding plants and Poinsettias. Our varieties are supplied as unrooted cuttings available exclusively through Ban Sele and its rooted cuttings available through select Root-n-Sell retailers. Visit [selectanorthamerica.com](https://selectanorthamerica.com) to learn more.